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The Simple Choice to Save Energy and Increase Sales



The ENERGY STAR[®] Appliance Newsletter

March 2019

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2019 ENERGY STAR Most Efficient Criteria and Resources

Start your 2019 off on the right foot by highlighting your 2019 ENERGY STAR Most Efficient appliances. ENERGY STAR Most Efficient recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation. This award truly represents the best of ENERGY STAR. Appliances that are eligible for ENERGY STAR Most Efficient recognition are:



- Clothes Dryers

- Clothes Washers
- Dehumidifiers
- Dishwashers
- Refrigerators

Additional information can be found on the [2019 ENERGY STAR Most Efficient criteria page](#). ENERGY STAR certified products meeting these requirements are highlighted on the [ENERGY STAR Most Efficient](#) web pages and promoted as part of our ENERGY STAR Most Efficient outreach efforts.

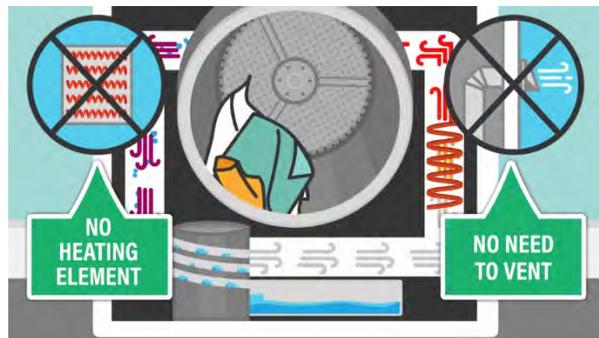
Take advantage of the 2019 [ESME Sales Associate Training](#) to help your sales team communicate the benefits of ENERGY STAR Most Efficient appliances to your consumers.

Email mostefficient@energystar.gov for additional info, guidelines on how to use the Most Efficient mark, and to request the 2019 graphic files.

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New! Spreading the Word about ENERGY STAR Heat Pump Dryers

EPA is pleased to share the newest addition to our appliance marketing toolkit: [Meet the Energy Saving Heat Pump Dryer](#). This short, animated video takes viewers step-by-step through the drying process, showcasing why this technology is definitely one to consider for their next purchase.



Later this year, EPA will be launching targeted online advertising using the video to promote ENERGY STAR certified heat pump dryers in markets where models are flooded and rebates are available. The effort will drive clicks to the ENERGY STAR Product Finder page for heat pump dryers, where consumers can find pricing and location information, rebates, and other buying guidance.

In the new year, we encourage you to help us spread the word about this exciting product category by sharing the video on your website, with sales associates, through social media, or through any of your other customer outreach channels.

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Join our 2019 Appliance Product Promotions!

Please plan on joining ENERGY STAR this spring for our annual appliance promotions – Flip Your Fridge, The Cool Choice for Room AC, and Laundry Made Better. You can get a head start by downloading the latest 2019 materials from the [Marketing Materials](#) page. Find factsheets, web buttons, social media resources, key messaging, and more! Both the Flip Your Fridge and Room AC promotions include materials in Spanish.



Flip Your Fridge

- Promotional Window: Earth Day – Memorial Day
- Key EPA activities include: video ads featuring [Flip Your Fridge](#) video, display ads targeting hard-to-reach audiences in markets with active utility programs, BobVila.com sweeps

Cool Choice for Room AC

- Promotional Window: May – July, with key pushes during expected heat waves
- Key EPA activities include: video ads featuring [Make the Cool Choice](#), display ads targeting hard-to-reach audiences (low to middle income, elderly, Spanish-speaking)

Laundry Made Better

- Promotional Window: Late May – 4th of July weekend
- Key EPA activities include: video ads featuring [Fatherhood: A Laundry Saga](#), display ads targeting families and new home buyers in markets with active utility programs, BobVila.com sweep, exploring media opportunity with YouTube family influencer

The full promotional calendar, also known as the Star Chart, is [available here](#) to assist with your planning. Tell us how you plan to get involved by emailing your account manager or appliances@energystar.gov.

Stay tuned for more information coming soon about EPA's plans for Earth Day and how you can help us celebrate!

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Save the Date for the 2019 ENERGY STAR Awards Ceremony

Each year, EPA and DOE honor organizations that have made outstanding contributions to protecting the environment through superior energy efficiency. This year's winners will be recognized at the ENERGY STAR Awards Ceremony at the Washington Hilton on April 11, 2019 in Washington DC. For those attending the ceremony, event registration and hotel information is now available on the [2019 event information](#) page.



For more information about the Awards and partner accomplishments, visit energystar.gov/awards.

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Specification Updates

Dehumidifiers: On February 11, EPA released the final [Dehumidifiers Version 5.0 Program Requirements](#). Version 5.0 is now available for early certification and will go into effect on October 31, 2019. The updated specification includes new product category definitions (portable and whole-home), new product capacity ranges, and criteria in terms of a new efficiency metric, the Integrated Energy Factor (IEF). Details regarding the development process can be found on the [Dehumidifiers Specification Version 5.0](#) webpage.

Room Air Cleaners: In Fall 2018, EPA shared a Room Air Cleaner Discussion Guide and invited stakeholder written comments. EPA is currently reviewing all stakeholder comments and working on the Draft 1 Room Air Cleaner Specification. All comments and additional details can be found on the [Room Air Cleaner Specification Version 2.0](#) webpage.

Dishwashers: In light of high ENERGY STAR market share for Residential Dishwashers, EPA plans to launch a specification revision for this category in Q2 2019. If you are not already a dishwasher contact for your organization and would like to receive communications related to dishwashers, please update your contact information via [MESA](#).

EPA also plans to launch specification development efforts for a set of new appliance products. If you are interested in receiving communications related to any of the products below please fill in this [form](#) or send an email to appliances@energystar.gov with your

name and indicate which of the following products are of interest.

Microwaves: In Q3/4 2019, EPA plans to launch a new product specification for microwave ovens.

Miscellaneous Refrigeration Products: In Q2/3 2019, EPA plans to launch a new product specification for miscellaneous refrigeration products.

Portable Air Conditioners: In Q2/3 2019, EPA plans to launch a new product specification for portable air conditioners.

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